

BEGAN AS POOR MINER; SUCCEEDED AS AD MAN IN MAIL ORDER SCHOOL

Advertising Manager of Prominent Iowa Daily Newspaper Says His Experience Contradicts Woman's Theory

SHE CRITICISED PLAN

All of the Ad Men attending the convention do not agree with Miss J. J. Martin, of New York, who in a little talk on advertising said it was impossible to learn it from copy books...

Impossibility of learning advertising from copybooks. "I must take exception to that particular statement in a most emphatic way, in that I and many more successful men of today are graduates from schools of instruction."

JUST A POOR MINER. "Poor and living in a poverty stricken mining camp in Iowa, with a wife and four children to provide for, going deeper into debt each day, I resolved to fight my way out of the rut."

"No possible chance for a college education, my only hope of salvation was in copy book instruction that Miss Martin so aptly derides and advises against."

"I enrolled as a student with the International Correspondence Schools of Scranton, Pa., on August 7, 1911, and in five months had sent in 13 lessons, with an average of 95 per cent. I studied night and day, and studied in the dinner hour."

short time I was getting more money than any other advertising manager on a weekly paper in Iowa.

"After 15 months on the small paper, I was invited to take charge of a metropolitan paper, the Cedar Rapids Republican-Times, at Cedar Rapids, Ia., and from that day to the present I have been extremely successful, not only in writing advertising for the paper itself, but in building the advertising so that today the Republican-Times carries more advertising for the size of the city than any other Iowa newspaper."

"Mr. Editor, all this was obtained from copy book instruction and, while I have not the honor to receive a tremendous salary greater than I was receiving in the coal mines, yet I have the knowledge that I have achieved something that is worth fighting for—a comfortable and pleasant home for my wife and children, a permanent and successful position and the respect of the business men of Cedar Rapids and a salary far greater than I was receiving in the coal mines."

DETROIT, LIKE CAESAR, REFUSED CONVENTION

At Least Ty Cobb's Ad Men Say They Turned Down the Offer

Detroit advertising men informed the executives of the Associated Advertising Clubs of the World today that they would gladly accept the convention in 1918. They said later they were hard pressed to accept it this year, but refused because they wanted two full years to get ready.

"We'll let you go to St. Louis next year," they informed the ad men chiefs, "and will be delighted to welcome you the year following."

DETROIT ADVERTISING MEN'S CLUB, put it, they want to do the thing up in "proper style."

AD MEN ENJOY OUTING AT WILLOW GROVE PARK

Lemonade, a chase through the clouds and other thrills and amusements of Willow Grove Park aided in entertaining the ad men and their wives last night.

A popular ovation was accorded Victor Herbert when he had concluded his march, "The World's Progress," which he had written especially for and dedicated to the ad men.

NEW ORLEANS MAYOR PRAISES COMMISSION FORM OF GOVERNMENT

Tells of Great Progress Made in Southern City Following Change From Sluggish Councilmanic Rule

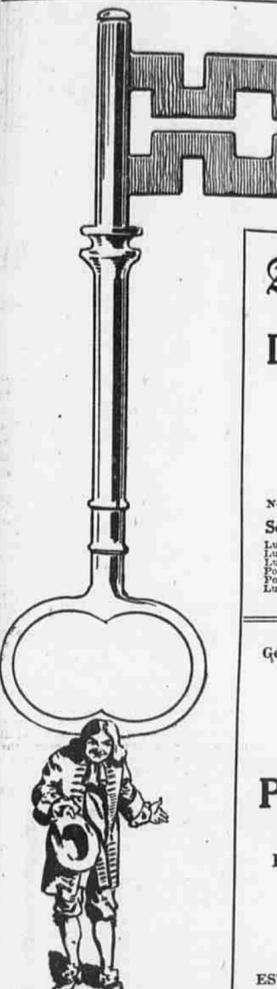
ADVISES A TRIAL HERE

Mayor Martin Behrman, of New Orleans, believes in the superiority of the commission form of government when compared with the councilmanic form of legislation, such as exercised in this city.

"It is not a case of let God do it. The business of the city is rapidly dispatched. It resembles a banking house with its president and board of directors. The business of a city is real business."

SPECIAL PRIVILEGES ELIMINATED. "All efforts to obtain special locality privileges are eliminated by this style of city rule. Each of the five commissioners in New Orleans is elected by the voting population of the entire city. Each member has a departmental charge in the city administration. Once a week the commissioners meet as a legislative body."

"Our weekly public sessions rarely last more than 20 minutes unless we are going to legislate. This is an apt illustration of the efficiency of this form of government."



Ad-Men:- The big institutions that have made Philadelphia "THE WORKSHOP OF THE WORLD" welcome YOU

DAVID LUPTON'S SONS COMPANY. Tulip Street and Allegheny Avenue. PHILADELPHIA. Special Construction for Light and Ventilation in Modern Fire-proof Buildings.

SUN SHIPBUILDING COMPANY. Solicits Inquiries for Tank and Cargo Vessels for Early Delivery. JOHN H. FAUNCE. Foreign and Domestic Freight Contractor. Customs Broker.

EBENSBURG COAL COMPANY. Miners and Shippers of the Celebrated COLVER BITUMINOUS COAL. J. H. WEAVER & CO. SOLE AGENTS.

PHILLIPS & JACOBS. MANUFACTURERS OF Photographic Chemicals. Dealers in Chemicals for Electro-Platers, Jewelers, Photo-Engravers and the Arts Generally.

EBENSBURG COAL COMPANY. Miners and Shippers of the Celebrated COLVER BITUMINOUS COAL. J. H. WEAVER & CO. SOLE AGENTS.

Monotype. The Machine that put Quality into Advertising Composition. FELTON, SIBLEY & CO., INC.

Walker & Kepler. 531 Chestnut Street Phila. Electrical Installations and Electrical Supplies.

R. D. WOOD & CO. 400 CHESTNUT STREET. Established 1803. Cast Iron Pipe, Gas Holders, Pumping Machinery, Hydrant and Valves.

KEASBY & MATTISON. Ambler Asbestos. Building Lumber, Roofing, Siding and Shingles. Welcome the Ad Men to Philadelphia.

Lava-Var. Dries hard over night with a beautiful lustre. Will not scratch nor turn white. Best for floors, stairways and all interior woodwork.

FAMOUS READING ANTHRACITE. Highest Grade Coal—The Standard for Nearly 100 Years. Sold by all Dealers.

SUMMER RESORTS. THE CRESTMONT INN. 4000 Feet Above the Sea. Atlantic City, N. J.

SUMMER RESORTS. VIRGINIA. 4000 Feet Above the Sea. Atlantic City, N. J.

SUMMER RESORTS. ATLANTIC CITY, N. J. THE LEADING RESORT HOTEL OF THE WORLD. Marlborough-Blenheim.

Niagara to the Sea. In the Thousand Islands. CANADA STEAMSHIP LINES.

Lehigh Valley. There is One STRONG Newspaper. THE ALLENTOWN MORNING CALL. Circulation, 19,200.

SUMMER RESORTS. BOSTON. SAVANNAH - JACKSONVILLE DELIGHTFUL SAIL. Merchants & Miners Trans. Co.

HOTEL CAPE MAY. CAFE MAY, NEW JERSEY. Near Modern Fireproof Resort Hotel, facing directly on the ocean.

SUMMER RESORTS. ATLANTIC CITY, N. J. HOTEL ARLINGTON. HOTEL GLADSTONE.

STONE HARBOR. AVALON BY THE SEA. CANADA STEAMSHIP LINES.